

Attachment No. 2 -- Copy of Wire Story

Louisville, Ky., March 28, 1960 (AP) -- Dr. Alton Ochsner of New Orleans today said he thinks the tobacco industry is "guilty of denying facts because of financial gain" in the cigarette-lung cancer controversy.

The surgeon long has held cigarettes to be a direct cause of lung cancer.

"In spite of the overwhelming evidence of the causal relationship of cigarette smoking and cancer, the tobacco industry has refused to admit the evidence, and has tried to confuse the issue by blaming other possible factors, such as air pollution," Dr. Ochsner told an American Cancer Society seminar for science writers.

"It seems to us that they would be on much firmer ground if they would admit that there is a calculated risk in smoking... and informed the public of this risk so that the responsibility of smoking is entirely the individual's."

The calculated risk "is not great because it requires a relatively long period of time, 20 years or more, for the condition to develop, although there is tremendous variation in ones susceptibility to cancer," Dr. Ochsner said.

"As long, however, as the industry refuses to accept the evidence, which is apparently irrefutable, it appears to me that they are guilty of denying facts because of financial gain.

"It is extremely unfortunate that the public has become understandably confused because of their inability to differentiate between the motives of the American Cancer Society and those of the tobacco industry."

-xxx-

1003543488